RJ Reynolds Tobacco Company

M. A. BELNIAK
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SENT VIA E-MAIL

October 16, 1997

To: Dave Figueroa, RM
Yonkers, NY Division 1222
New York Metro R.O.U. 1210 *Please send to RR 122221*

Re: Stop & Shop #643
17 Quality St.
Trumbull, CT 06611
Phone: 203 268 1872
Sis # 819851

Please be advised that the below listed RJR merchandising equipment has been ordered to the referenced location to replace the existing carton merchandising unit.:

- 4' x 4' HP Wood Carton Fixture
- Solid Security Doors

Your assistance in coordinating installation would be appreciated.

Sincerely,
Mike
M. A. Belniak

MAB/nsk

plan-o-gram attached

Sales		Retail	
1221		1222	21
1222		1223	
1223		1226	
1224		1229	
1225		ROM	
1226		PC	SC
1229		MC	PA
1240			
1244		RSM	RBM

51847 1959

Source: https://www.industrydocuments.ucsf.edu/docs/kqxy0000

RJR CIGARETTE PLANOGRAM

STOP & SHOP

4' x 4' END-CAP

SAVINGS	FULL PRICE	FULL PRICE
RJR	RJR	RJR
RJR	RJR	RJR
LOR	LOR	LOR
VALUE $	BAT	LOR
BAT	BAT 6 L&M 6	P M
BAT	P M	P M
P M	P M	P M
3-FT. - Side 9 FACINGS	4-FT - Front 12 FACINGS	3-FT. - Side 9 FACINGS

RJ Reynolds Tobacco Company
Approved by: Roy Smith

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Source: https://www.industrydocuments.ucsf.edu/docs/kqxy0000